



Government  
Publications

## Business Counselling and Community Outreach Program

Whether you're launching a business in the heart of the city or expanding operations somewhere off a country road, your ability to access the right business information, training and counselling – when you need it and where you need it – can be a critical factor to your success.

Wherever you're located in Atlantic Canada, the Women in Business Initiative (WBI) Business Counselling and Community Outreach Program works to connect you with the programs and services you need to make it in the world of business.

### How it works

In Nova Scotia, the WBI Business Counselling and Community Outreach Program is delivered by the Centre for Women in Business at Mount Saint Vincent University on behalf of the Atlantic Canada Opportunities Agency (ACOA).

Through the Program, Regional Business Facilitators, located across mainland Nova Scotia, will provide you with business counselling and the most current information on the programs and services available to women entrepreneurs in Nova Scotia.

Offering you individual attention, the Regional Business Facilitators will help you through the steps of starting or growing a business, and work to connect you to the people, information and programs you need for business success.

#### Services include:

- One-on-one support to guide you through business planning and successful implementation.
- One access point to accurate and timely business information.
- Networking opportunities to help you meet other members of the business community, particularly women like yourself who have taken on the challenges of running a business.

### Centre for Women in Business

The Centre for Women in Business (CWB) at Mount Saint Vincent University is a not-for-profit university business development centre, dedicated to helping entrepreneurial women address opportunities and challenges facing them as they establish, operate and expand their own businesses. The Centre offers entrepreneurial training programs, networking opportunities, a business advisory service, a membership program and a business resource library with Internet access.

*Interested in learning more?* Talk to:

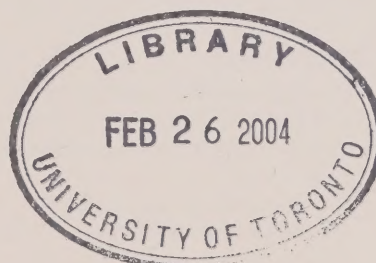
#### *In Halifax:*

Centre for Women in Business  
(902) 457-6320  
wbi@msvu.ca

#### *Across mainland Nova Scotia:*

WBI Regional Business Facilitators  
Annapolis Valley: (902) 790-2766  
Eastern Shore: (902) 223-3715  
Northeastern: (902) 759-0313  
South Shore: (902) 521-0657  
Southwestern: (902) 740-5335

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Expanding Opportunities









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## Programme **Conseils** aux entreprises et services à la collectivité

Que vous décidiez de lancer une entreprise au cœur d'une ville ou que vous souhaitiez étendre vos activités dans une région rurale, votre réussite pourrait être tributaire de votre capacité d'accéder à des renseignements d'affaires, à de la formation et à du counselling de qualité en temps opportun (c.-à-d. quand vous en avez besoin et où vous en avez besoin).

Où que vous soyez dans la région de l'Atlantique, le programme **Conseils** aux entreprises et services à la collectivité de l'Initiative Femmes en affaires a pour but de vous faire connaître les programmes et les services dont vous avez besoin pour réussir dans le milieu des affaires.

### Fonctionnement

Dans la Partie continentale de la Nouvelle-Écosse, le programme **Conseils** aux entreprises et services à la collectivité de l'Initiative Femmes en affaires est exécuté par le *Centre for Women in Business* (CWB) au nom de l'Agence de promotion économique du Canada atlantique (APECA).

Au cours du programme, les facilitateurs régionaux en matière de commerce du *Centre for Women in Business*, à votre disposition partout dans la province, vous donneront des conseils d'affaires et les renseignements les plus à jour sur les programmes et les services offerts aux femmes entrepreneures de la Nouvelle-Écosse.

Dans le cadre d'une séance de consultation individuelle, les facilitateurs régionaux en matière de commerce vous aideront à franchir toutes les étapes nécessaires pour démarrer ou étendre une entreprise, elles veilleront à vous faire rencontrer des personnes clés, puis elles vous fourniront les renseignements et les programmes dont vous avez besoin pour réussir en affaires.

#### Services offerts :

- Un appui individuel pour réussir votre planification d'affaires et le démarrage de votre entreprise.
- Un point d'accès à des renseignements d'affaires précis et opportuns.
- Des possibilités de réseautage pour vous aider à rencontrer d'autres membres du milieu des affaires, particulièrement des femmes comme vous qui relèvent le défi d'exploiter une entreprise.

### Centre for Women in Business

Le *Centre for Women in Business* (CWB) de l'Université Mount Saint Vincent est un centre de développement des affaires sans but lucratif qui se consacre à aider les femmes entrepreneures à profiter des occasions et à relever les défis auxquels elles font face lorsqu'elles établissent, administrent et agrandissent leur entreprise. Le centre offre des programmes de formation en entrepreneuriat, des occasions de réseautage, un service de consultation, un programme de services aux membres et une bibliothèque de ressources dans le domaine des affaires ainsi qu'un accès à Internet.

*Pour en savoir davantage...* Veuillez communiquer avec :

À Halifax :

Le *Centre for Women in Business*

Tél : (902) 457-6320

wbi@msvu.ca

Partie continentale de la Nouvelle-Écosse :

Facilitateurs régionaux en matière de commerce de l'IFA

Vallée d'Annapolis : (902) 790-2766

Côte est : (902) 223-3715

Nord-est : (902) 759-0313

Côte sud : (902) 521-0657

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